

ISSUES AND PROGRAMS LIST

WWMB CW21

MYRTLE BEACH, SOUTH CAROLINA

OCTOBER 1 – DECEMBER 31, 2011

ISSUES LIST

- | | | |
|----|--------------------------|---|
| 1. | ECONOMY/PERSONAL FINANCE | Lack of access roads to beach
Large population of older citizens
Tourism |
| 2. | HEALTH CARE/COST | High rate of heart disease
Poor health practices due to low income
Elderly health care
Fixed incomes |
| 3. | ENVIRONMENT | Beach erosion
Land pollution
Wetlands |
| 4. | CRIME | Summer tourists
Bikers |
| 5. | IMAGE | Strip clubs
Bars |
| 6. | PREJUDICE/INTOLERANCE | Tensions in the community |
| 7. | EDUCATION | High rate of drop-outs
Lack of interest in furthering education
Lack of financial assistance |

ISSUE: ECONOMY/PERSONAL FINANCE

PROGRAM: THIS OLD HOUSE & TODAY'S HOMEOWNER
SOURCE: TIME4 MEDIA, INC.
DATE/TIME: RUNS EARLY SUNDAY MORNINGS THROUGHOUT QUARTER
DESCRIPTION: SHOW FOR HOMEOWNERS THAT DELIVERS PRACTICAL ADVICE TO HOMEOWNERS ON MAINTAINING AND IMPROVING A HOME.

PROGRAM: CAROLINA & COMPANY
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: WEEKDAYS 10:00-10:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: HOMELESS FOR THE HOLIDAYS
SOURCE: ATLANTIC SYNDICATION
DATE/TIME: SATURDAY, DECEMBER 17 1:00-3:00 PM
DESCRIPTION: WHEN AN UNCARING EXECUTIVE FALLS FROM THE CORPORATE LADDER, HE FINDS HOW DIFFICULT IT CAN BE TO FIND WORK IN TODAY'S ECONOMY.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

UNITED NEGRO COLLEGE FUND (6 SPOT CAMPAIGN)
GEORGETOWN LIBRARY FINANCIAL EDUCATION
(6 SPOT CAMPAIGN)
EASTERN CAROLINA AGRICULTURAL FAIR
WILDFIRE PREVENTION CAMPAIGN (3 SPOTS)
DEBT RESOLUTION TRAPS
ROTARY INTERNATIONAL
USDA FOREST SERVICE
NATN'L ENDOWMENT FOR FINANCIAL EDUCATION (2 SPOTS)
SOCIAL SECURITY SIGN-UP ON LINE CAMPAIGN
STAY IN HIGH SCHOOL CAMPAIGN
ENERGY EFFICIENCY SERIES
FORECLOSURE PREVENTION
VETERAN SUPPORT
COLLEGE CRASH COURSE: NFL
LIVE UNITED: PUBLIC SERVICE INVOLVEMENT
SC NATIONAL GUARD

WWMB CW 21 EITHER SPONSORED OR CO-SPONSORED THE FOLLOWING:

ALLYSON FLOYD, TIM MCGINNIS, & ED PIOTROWSKI CONDUCTED HONOR FLIGHT FUNDRAISER TO SEND VETERANS TO SEE MONUMENT IN WASHINGTON DC, OCTOBER 6

TOYS FOR TOTS DRIVE YIELDED 2,580 TOYS & \$5,616 IN DONATIONS THIS YEAR.

(See attached personal appearances for list of Holiday Parades)

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE & SPOKE AT CAREER DAYS AT LOCAL SCHOOLS. SEE ATTACHED LIST OF APPEARANCES.

ISSUE: HEALTH CARE/COST

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: 2ND & 3RD SUNDAYS OF THE MONTH, 12:30-1PM
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

PROGRAM: REINVENT YOURSELF WITH MORE MAGAZINE
SOURCE: BIG FISH
DATE/TIME: SATURDAY, DECEMBER 10 2:00-3:00 PM
DESCRIPTION: HEALTH AND PRACTICAL BEAUTY SUGGESTIONS TO IMPROVE THE QUALITY OF LIFE FOR TODAY'S WOMAN IN TODAY'S ECONOMY

SEE ATTACHED LIST OF PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S
DATE/TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN OFF

PROJECT ROADBLOCK SAFE DRIVING CAMPAIGN

UNPLANNED PREGNANCY PREVENTION
ADHD AWARENESS
CONWAY MEDICAL CENTER SMART SNACKS
ROTARY CURE FOR POLIO CAMPAIGN (3 SPOTS)
MEDICAL TREATMENT OPTIONS AWARENESS
CHILDHOOD OBESITY CAMPAIGN
SPECIAL NEEDS "NOT ACCEPTABLE" LABELS
DRIVE FOR COPD
GOOD CLEAN WATER
CPR INFORMATION
ROACH, MOUSE, BED BUG WARNINGS
FOOD SAFETY AWARENESS
ANTI-SMOKING CAMPAIGN
MARCH OF DIMES
MEN'S HEALTH ISSUES CAMPAIGN
HELP HOSPITALIZED VETS
SHRINERS HOSPITAL FOR CHILDREN

WWMB CW21 EITHER SPONSORED OR CO-SPONSORED EACH OF THE FOLLOWING:

WE SPONSORED AN OBESITY SEMINAR & WALK, OCTOBER 13 & 14

WE SPONSORED MARCH OF DIMES WALK FOR BABIES IN MARION & MARLBORO COUNTIES, OCTOBER 28

ACHOR TIM MCGINNIS EMCEED AMERICAN HEART ASSOCIATION HEART WALK AT THE MARKET COMMON, OCTOBER 29

WE SPONSORED THE C.A.R.E. TEAM HIV PREVENTION FUNDRAISER, NOVEMBER 4

ACHOR TIM MCGINNIS EMCEED ALZHEIMERS'S ASSOCIATION WALK AT BROADWAYAT THE BEACH, NOVEMBER 12

WE SPONSORED THE RED CROSS REINDEER RACE, DECEMBER 3

ENTIRE STAFF PARTICIPATED IN RED CROSS BLOOD DRIVE FOR THE HOLIDAYS, DECEMBER 14

SPONSORED YOUR HEALTH, YOUR DECISION, UNDERSTANDING TREATMENT OPTIONS, IN PARTNERSHIP WITH CONWAY MEDICAL CENTER

SEE ATTACHED FOR MORE PUBLIC APPEARANCES

ISSUE: ENVIRONMENT

PROGRAM EXPLORATION WITH JAROD MILLER
SOURCE LITTON
DATE/TIME MONDAYS 7:00-7:30 AM
DESCRIPTON INSTILLS IN CHILDREN THE URGE TO TRAVEL AND EXPLORE OUR DIVERSE PLANET.

PROGRAM WILD AMERICA
SOURCE MG PERIN, INC.
DATE/TIME TUESDAYS 7:00-7:30 AM
DESCRIPTON THIS PROGRAM EMPHASIZES PROTECTING ENDANGERED SPECIES AND THE IMPACT HUMANS HAVE WHILE INTERACTING IN THEIR ENVIRONMENT.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE LITTON
DATE/TIME WEDNESDAYS 7:00-7:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM WILD ABOUT ANIMALS
SOURCE LITTON
DATE/TIME SATURDAYS 6:00-6:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN FOUR STORIES EACH WEEK ON THE WORLD'S MOST FASCINATING ANIMALS.

PROGRAM ECO COMPANY
SOURCE LITTON
DATE/TIME SUNDAYS 7:00-7:30 AM
DESCRIPTON EXPLORES ALL ASPECTS OF BEING GREEN AND HOW WE IMPACT OUR WORLD.

PROGRAM JACK HANNA'S ANIMAL ADVENTURES
SOURCE TRIFECTA
DATE/TIME WEDNESDAYS 7:00-7:30 AM
DESCRIPTON THIS PROGRAM TEACHES CHILDREN THE IMPORTANCE OF PROTECTING AND SAVING THE ANIMALS AND THEIR HABITATS.

PROGRAM McNEELEY'S OUTDOORSMAN
SOURCE TIMBERWOLF PRODUCTIONS
DATE/TIME SUNDAYS 10:30-11:00 AM
DESCRIPTON EDUCATIONAL WORLD CLASS ADVENTURES IN DOMESTIC AND INTERNATIONAL LOCATIONS. ENVIRONMENTAL AND CONSERVATION ISSUES, TEACHING ABOUT WILDLIFE, HUNTING, FISHING, ETHICS, AND RESPECT FOR NATURE. SEE ATTACHED FOR EACH PROGRAM'S CONTENT DESCRIPTION.

PROGRAM: SC OUTDOORS
SOURCE JAY GREGG
DATE/TIME SUNDAYS 8:30-9:00 AM
DESCRIPTION COVERS HUNTING, FISHING, & EXPLORING NEW AREAS OF SOUTH CAROLINA OUTDOOR LIFE.

PSA'S AIRS SIGN-ON TO SIGN-OFF AT VARIOUS TIMES
ALL ARE 30-SECOND SPOTS UNLESS NOTED OTHERWISE

ENVIRONMENT PSA'S, CONT'D

SAVE R CATS
PET ADOPTION
USDA FOREST SERVICE
WILDFIRE PREVENTION
ENERGY EFFICIENCY CAMPAIGN
GOOD CLEAN WATER
STORE FRONT EARTHQUAKE
PROTECTING NATURE, PRESERVING LIFE
ROACH, MOUSE & BED BUG CAMPAIGN
RECONNECTING KIDS WITH NATURE
SMOKE-FREE HORRY COUNTY
ARBOR DAY: PLANT A TREE FOR CLEAN WATER
PARK DAY CAMPAIGN: GET OUTDOORS (3SPOTS)
LIVE UNITED: COMMUNITY ENGAGEMENT
HUMANE SOCIETY (2 SPOTS)
SOUTH CAROLINA NATIONAL GUARD
VETERANS SUPPORT CAMPAIGN
READY.GOV FLOOD PREPAREDNESS

CHIEF METEOROLOGIST ED PIOTROWSKI EMCEED COMMUNITY EVENTS & MADE APPEARANCES AT TOWN HALL MEETINGS FOR DIFFERENT COMMUNITIES ALONG THE GRAND STRAND & THE PEE DEE. SEE ATTACHED LIST OF APPEARANCES.

WWMB CW 21 EITHER SPONSORED OR CO-SPONSORED:

WE SPONSORED THE NMB HUMANE SOCIETY DUCK RACE, BAREFOOT LANDING, OCT 1

WE SPONSOREED THE CONWAY RIVER REVERIE, OCTOBER 1

EASTERN CAROLINA AGRICULTURAL FAIR, OCTOBER 15

COASTAL ANIMAL RESCUE GOLF TOURNEY, OCTOBER 24

TONYA BROWN EMCEED BENNETTSVILLE FALL FESTIVAL, OCTOBER 29

MURRELLS INLET OYSTE ROAST, NOVEMBER 19

WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION. WE ALLOW THE AMATEUR RADIO COMMUNITY TO USE TOWER SPACE, HELPING DURING TIMES OF DISASTER & SEVERE WEATHER BY RELAYING NATIONAL WEATHER SERVICE INFORMATION.

ISSUE: CRIME

PROGRAM: HOMELESS FOR THE HOLIDAYS

SOURCE ATLANTIC SYNDICATION

DATE/TIME SUNDAY, DECEMBER 17 1:00-3:00 PM

DESCRIPTION WHEN AN UNCARING EXECUTIVE FALLS FROM THE CORPORATE LADDER, HE FINDS HOW DIFFICULT IT CAN BE TO FIND WORK IN TODAY'S ECONOMY.

SEE ATTACHED FOR OTHER PROGRAMS RELATING TO THIS ISSUE.

PROGRAM PSA'S

TIME AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

COACHES HELP FOR KIDS

UNITED NEGRO COLLEGE FUND (6 SPOT SERIES)

REACH OUT & READ

LUDACRIS NATIONAL RUNAWAY SWITCHBOARD

WILDFIRE PREVENTION CAMPAIGN

FINISH HIGH SCHOOL CAMPAIGN

DEBT RESOLUTION TRAPS

MILITARY FAMILIES FATHERHOOD CAMPAIGN

MENTORING-BIG BROTHERS-BIG SISTERS

THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS

FATHERHOOD (3 SPOTS)

VETERAN'S SUPPORT CAMPAIGN

ADOPTION (6 SPOT SERIES)

UNITED WAY (3 SPOT SERIES)

SC NATIONAL GUARD (3 SPOTS)

BOYSTOWN HOTLINE

HELP HOSPITALIZED VETS

WWMB CW21 EITHER SPONSORED OR CO- SPONSORED EACH OF THE FOLLOWING:

ALLYSON FLOYD, TIM MCGINNIS, & ED PIOTROWSKI CONDUCTED HONOR FLIGHT FUNDRAISER TO SEND VETERANS TO SEE MONUMENT IN WASHINGTON DC, OCTOBER 6

WE SPONSORED THE TAKE A KID FISHING TOURNAMENT, OCTOBER 22

ANCHOR ALLYSON FLOYD SPOKE TO COLLEGE STUDENTS AT FRANCIS MARION UNIVERSITY, INTRODUCTION TO BROADCASTING CLASS 7 ALSO BROADCASTING SKILLS CLASS, NOVEMBER 2

WE SPONSOR THE FLORENCE LITTLE THEATER PRODUCTION COMPANY, "INHERIT THE WIND", NOVEMBER 4

SPONSORED THE C.A.R.E. TEAM HIV PREVENTION FUNDRAISER, NOVEMBER 4

SPONSORED THE WACCAMAW INDIAN PAU WAU, NOVEMBER 6

ANCHOR TIM MCGINNIS SPOKE AT AYNOR CAREER DAY IN AYNOR HIGH SCHOOL, NOVEMBER 17

ANCHORS ALLYSON FLOYD & TIM MCGINNIS, SPORTS DIRECTOR, RICH CRAMPANIS, & CHIEF METEOROLOGIST ED PIOTROWSKI PARTICIPATED IN WPDE SPONSORED JIMMIE MOORE SHOOTOUT AT THE GRAND DUNES, NOVEMBER 21

SPONSORED THE UNITED NEGRO COLLEGE FUND, CREATING 6 PROMOS FOR THEIR AWARDS DINNER, DECEMBER 2

REPORTER TONYA BROWN SPOKE TO THE FLORENCE COUNTY CRIMESTOPPERS BOARD, DECEMBER 7

SPONSORED COLLINS KIDS FOUNDATION HEALP 4 KIDS FUNDRAISER, DECEMBER 5

SEE ATTACHED LIST FOR EXTENSIVE HOLIDAY & CHRISTMAS PARADE APPEARANCES
WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: IMAGE

PROGRAM: RIVERTALK
DISTRIBUTOR: LUCKY DOG PRODUCTION
DATE/TIME: MONDAY THRU FRIDAY 7:30-8:00 AM
DESCRIPTION: THIS LOCAL TALK SHOW COVERS WHAT'S HAPPENING IN OUR AREA, INTERVIEWS LOCAL PEOPLE AND KEEPS US UP-TO-DATE ON WHAT'S HAPPENING IN OUR TOWNS.

PROGRAM: CAROLINA & COMPANY
SOURCE: WPDE NEWSCHANNEL 15
DATE/TIME: WEEKDAYS 10:00-0:30 PM
DESCRIPTION: HIGHLIGHTS LOCAL HISTORY, BUSINESSES, YOUTH HEALTH, & ADVOCACY ORGANIZATIONS IN A NEWS MAGAZINE-STYLE FORMAT.

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: AIRS THE SECOND & THIRD SUNDAY OF EACH MONTH
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

PROGRAM: AFRICAN AMERICAN SHORT FILMS
DISTRIBUTOR: BADAMI
DATE/TIME: SUNDAY, DECEMBER 18, 3:00-4:00 PM
DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S
TIME: AIRS AT VARIOUS TIMES FROM SIGN-ON TO SIGN-OFF

COACHES HELP FOR KIDS
UNITED NEGRO COLLEGE FUND (6 SPOT SERIES)
REACH OUT & READ
LUDACRIS NATIONAL RUNAWAY SWITCHBOARD
WILDFIRE PREVENTION CAMPAIGN
FINISH HIGH SCHOOL CAMPAIGN
DEBT RESOLUTION TRAPS
MILITARY FAMILIES FATHERHOOD CAMPAIGN
MENTORING-BIG BROTHERS-BIG SISTERS
THINK BEFORE YOU SPEAK: ANTI HOMOPHOBIC SLURS
FATHERHOOD (3 SPOTS)
VETERAN'S SUPPORT CAMPAIGN
ADOPTION (6 SPOT SERIES)
UNITED WAY (3 SPOT SERIES)
SC NATIONAL GUARD (3 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

IMAGE, CONT'D

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SPONSORED COLLINS KIDS FOUNDATION HEALP 4 KIDS FUNDRAISER, DECEMBER 5

SEE ATTACHED LIST FOR EXTENSIVE HOLIDAY & CHRISTMAS PARADE APPEARANCES
WE ALSO CONDUCT REGULAR TOURS FOR SCHOOLS & COMMUNITY GROUPS. SEE ATTACHED.

ISSUE: PREJUDICE/INTOLERANCE

PROGRAM: AFRICAN AMERICAN SHORT FILMS
SOURCE: BANDAMI
DATE/TIME: SUNDAY, DECEMBER 18, 3:00-4:00 PM
DESCRIPTION: RANGING FROM COMEDY TO DRAMA AND ALL THE SHADES IN-BETWEEN, THE FILMS IN THESE SPECIALS ARE THE VOICES AND IMAGES OF CONTEMPORARY LIFE IN THE AFRICAN AMERICAN COMMUNITY.

PROGRAM: HOMELESS FOR THE HOLIDAYS
SOURCE: ATLANTIC SYNDICATION
DATE/TIME: SATURDAY, DECEMBER 17 1:00-3:00 PM
DESCRIPTION: WHEN AN UNCARING EXECUTIVE FALLS FROM THE CORPORATE LADDER, HE FINDS HOW DIFFICULT IT CAN BE TO FIND WORK IN TODAY'S ECONOMY.

PROGRAM: IMARA WOMAN MAGAZINE TV
SOURCE: IMARA COMMUNICATIONS GROUP, INC.
DATE/TIME: SECOND AND THIRD SUNDAY EACH MONTH, 12:30 PM
DESCRIPTION: SOUTH CAROLINA'S PREMIER LIFESTYLE & PERSONAL GROWTH PUBLICATION FOR WOMEN OF COLOR FEATURES INFORMATIVE STORIES ON WOMEN'S HEALTH, LIFESTYLES, FAMILY & BUSINESS.

PROGRAM: STELLAR AWARDS: A GOSPEL TRIBUTE TO THE HOLIDAYS
SOURCE: TIMELESS ENTERTAINMENT
DATE/TIME: SATURDAY DECEMBER 24, 1:00-2:00 PM
DESCRIPTION: POPULAR GOSPEL MUSIC STARS SHARE THEIR HOLIDAY MEMORIES & INSPIRING FAMILY REMEMBRANCES.

PROGRAM: GOSPEL MUSIC PRESENTS: A GOSPEL CHRISTMAS
SOURCE: BADAMI
DATE/TIME: SUNDAY DECEMBER 25, 3:00-4:00 PM
DESCRIPTION: A MIXTURE OF TRADITIONAL & URBAN CONTEMPORARY GOSPEL MUSIC.

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

PROGRAM: PSA'S AIR SIGN ON TO SIGN OFF. ALL ARE 30-SECONDS UNLESS NOTED

NOT ACCEPTABLE: MINORITY SLURS & THE "R" WORD
YOU ARE NOT ALONE: SENIOR CITIZENS LEAGUE
THINK BEFORE YOU SPEAK: ANTI- HOMOPHOBIC SLURS FOR TEENS
MILITARY FATHER INVOLVEMENT
MENTORING: BIG BROTHERS-BIG SISTERS
COMMUNITY ENGAGEMENT: PUBLIC SERVICE
VETERANS SUPPORT CAMPAIGN
ADOPTION (3 SPOT SERIES)
NATIONAL GUARD (2 SPOTS)
BOYSTOWN HOTLINE
HELP HOSPITALIZED VETS

PREJUDICE & INTOLERANCE, CONT'D

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ANCHOR TIM MCGINNIS EMCEED ALZHEIMERS'S ASSOCIATION WALK AT BROADWAYAT THE BEACH, NOVEMBER 12

SPONSORED THE UNITED NEGRO COLLEGE FUND, CREATING 6 PROMOS FOR THEIR AWARDS DINNER, DECEMBER 2

SPONSORED COLLINS KIDS FOUNDATION HEALP 4 KIDS FUNDRAISER, DECEMBER 5

WE HAVE ACCOMMODATED 5 DIFFERENT INTERNS IN NEWS, SALES & OUR CREATIVE DEPARTMENT DURING THIS QUARTER AS PART OF THEIR COLLEGE REQUIREMENTS

OUR ANCHORS VISIT MANY SCHOOLS, CAREER DAYS, EDUCATIONAL EVENTS IN OUR AREA AND TALK WITH STUDENTS ABOUT THE NEED TO STAY IN SCHOOL AND GET AN EDUCATION. OUR STATION PROVIDES REGULAR TOURS TO ELEMENTARY, HIGH SCHOOL, AND HOME-SCHOOLED GROUPS TO PROVIDE AN INSIDE LOOK AT WEATHER REPORT & NEWS PRODUCTION.

ISSUES:	EDUCATION	
PROGRAM:	EVERYDAY EDISON 101 & 102	
SOURCE	NEW VISIONS SYNDICATION	
DATE/TIME	SUNDAY, OCTOBER 16	4:00-4:30 & 4:30-5:00 PM
DESCRIPTION	8-PART HALF-HOUR SERIES EDUCATES VIEW ON POPULAR CONSUMER PRODUCTS THAT MAKE IT TO STORE SHELVES. FOLLOW INVENTORS AS THEIR RAW IDEA TRANSFORMS INTO REALITY.	

SEE ATTACHED FOR PROGRAMS RELATING TO THIS ISSUE.

WE ARE AN ONGOING MAJOR SPONSOR OF THE CHILDREN'S MUSEUM OF SOUTH CAROLINA, & PRODUCE FREE COMMERCIALS ADVERTISING THEIR UNIQUE EXHIBITS & FUNDRAISING EVENTS. WE ALSO SPONSOR THE FLORENCE SYMPHONY ORCHESTRA & FLORENCE LITTLE THEATRE, CONWAY MEDICAL CENTER SMART SNACKS PROGRAM FOR LOWER INCOME STUDENTS.

PSA'S
 RUNS AT VARIOUS TIMES DURING SIGN ON TO SIGN OFF
 ALL ARE 30-SECONDS UNLESS NOTED OTHERWISE

UNITED NEGRO COLLEGE FUND (6 SPOT CAMPAIGN)
 ADHD AWARENESS
 REACH OUT & READ
 GEORGETOWN LIBRARY FINANCIAL EDUCATION SERIES
 NAT'L ENDOWMENT FOR FINANCIAL EDUCATION
 FINISH HIGH SCHOOL CAMPAIGN
 DEBT RESOLUTION TRAPS
 MENTORING- BIG BROTHERS-BIG SISTERS
 VETERAN SUPPORT CAMPAIGN
 BOYS TOWN HOTLINE
 ENERGY EFFICIENCY

WWMB CW 21 EITHER SPONSORS OR COSPONSORED EACH OF THE FOLLOWING:

ANCHOR ALLYSON FLOYD SPOKE TO COLLEGE STUDENTS AT FRANCIS MARION UNIVERSITY, INTRODUCTION TO BROADCASTING CLASS 7 ALSO BROADCASTING SKILLS CLASS, NOVEMBER 2

SPONSORED THE WACCAMAW INDIAN PAU WAU, NOVEMBER 6

ANCHOR TIM MCGINNIS SPOKE AT AYNOR CAREER DAY IN AYNOR HIGH SCHOOL, NOVEMBER 17

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linda revel

From: "Allyson Floyd" <allyson@wpde.com>
To: "Linda Revel" <lrevel@wpde.com>
Sent: Monday, January 02, 2012 5:46 PM
Subject: 4th Quarter Ascertainment - I'm leaving EEO Outreach forms on your desk

4th Quarter Ascertainment 2011 - News Department

October

1 Tim at NMB Humane Society Duck Race at Barefoot Landing in NMB
6 Allyson, Tim, Ed and other WPDE personalities conducted Honor Flight Fundraiser in Myrtle Beach
23, Emcee Singing Event in Mullins
29 Tim emceed Heart Walk at The Market Common in Myrtle Beach
29 Tonya Emceed Fall Festival in Bennettsville

November

2 Allyson spoke to FMU Intro to Broadcasting class
2 Allyson spoke to FMU Broadcast Presentation Skills class
10 Tracy gave tour to Willow Place at Conway studios
12 Tim emceed Alzheimer's Walk at Broadway at the Beach in Myrtle Beach
17 Tim spoke at Aynor Career Day/Aynor High School in Aynor
19 Allyson and Ed emceed Tree Lighting at Broadway at the Beach
21 Allyson, Rich, Tim, Ed and others part of Jimmie Moore Shootout Grand Dunes in Myrtle Beach

December

3 Tonya, Lisa in Hartsville Christmas parade
3 Allyson and Tim in Mullins Christmas Parade in Mullins
3 Ed, Mallory, Ryan, and Holly in Georgetown Christmas Parade
3 Tim and Ed in and judged NMB Christmas Parade in NMB
3 Ed grand marshall of Lake View Christmas Parade
3 Allyson in Marion Christmas Parade
4 Allyson in Lake City Christmas Parade
4 Tonya in Darlington Christmas Parade
4 Ed, Holly, and Victoria in Murrells Inlet Christmas Parade
6 Tim, Ed, and others at Krispy Kreme Toy Drive, Myrtle Beach
7 Tonya spoke to Florence County CrimeStoppers Board
10 Ed, Allyson, Lisa, Taylor, and Mallory in Conway Christmas Parade
10 Allyson, Ed, Jason, Victoria, Darren and Tracy in Surfside Beach Christmas Parade
10 Tonya and Darren in Florence Christmas Parade
14 Allyson, Ed, Tim and others at WPDE blood drives in Florence, Conway, and Myrtle Beach

10/27 Tim did a two-part special report at 6pm and 11pm called Would You? It focused on the challenges people with disabilities face and showed how difficult it can be to get around in a wheelchair

Promo/PSA Unsold Inventory Filler

Continued on next page

State	House#	Description	Length/Ad-ID	Title
On A Dub List	SC9662	MI Home Tour_1210	00:00:30 MI Home Tour_1210	MI Home Tour_1210
On A Dub List	SC9661	WPDE Blood Drive	00:00:30 WPDE Blood Drive_121	WPDE Blood Drive_1214 5p
On A Dub List	SC9660	Toys for Tots	00:00:30 Toys4Tots_KK_1206	Toys4Tots_KK_1206
On A Dub List	SC9659	COACHES HELP 4 KIDS	00:00:30 HELP 4 KIDS_X1205 6P	HELP 4 KIDS_X1205 6P
On A Dub List	SC9658	Reindeer Race	00:00:30 Reindeer Race_1203 8	Reindeer Race_1203 8am
On A Dub List	SC9656	United Negro College Fund	00:00:30 UNCF-6-X1202	UNCF-6-X1202
On A Dub List	SC9655	United Negro College Fund	00:00:30 UNCF-5-X1202	UNCF-5-X1202
On A Dub List	SC9654	United Negro College Fund	00:00:30 UNCF-4-X1202	UNCF-4-X1202
On A Dub List	SC9653	United Negro College Fund	00:00:30 UNCF-3-X1202	UNCF-3-X1202
On A Dub List	SC9652	United Negro College Fund	00:00:30 UNCF-2-X1202	UNCF-2-X1202
On A Dub List	SC9651	United Negro College Fund	00:00:30 UNCF-1-X1202	UNCF-1-X1202
On A Dub List	SC9633	HOLIDAY COOK BOOK	00:00:30 Holiday Cook Book_12	Holiday Cook Book_1225
On A Dub List	SC9623	COAST RTA	00:00:30 COATS FOR KIDS_1201	COATS FOR KIDS_1201
On A Dub List	SC9570	YMCA GOLF & GALA	00:00:30 YMCA FORE THE KIDS_1	YMCA FORE THE KIDS_1202
On A Dub List	SC9558	REACH OUT & READ	00:00:30 REACH OUT & READ	REACH OUT & READ
On A Dub List	SC9510	Conway Medical Center	00:00:30 CMC SMART SNACKS	CMC SMART SNACKS
On A Dub List	SC9509	Carolina Spotlight	00:00:30 CarolinaSpotElliot R	Carolina Spotlight_Elliot Realty
On A Dub List	SC9508	Your Health Your Decision	00:00:30 Your Health Your Dec	Your Health Your Decision Launch
On A Dub List	SC9493	GEORGETOWN LIBRARY FINANCIAL	00:00:30 SIGNS OF RECESSION_2	SIGNS OF RECESSION_2
On A Dub List	SC9492	GEORGETOWN LIBRARY FINANCIAL	00:00:30 NEST EGG_2	NEST EGG_2
On A Dub List	SC9491	GEORGETOWN LIBRARY FINANCIAL	00:00:30 PICK ME	PICK ME
On A Dub List	SC9490	GEORGETOWN LIBRARY FINANCIAL	00:00:30 NEST EGG_1	NEST EGG_1
On A Dub List	SC9489	GEORGETOWN LIBRARY FINANCIAL	00:00:30 DOLLAR DOG	DOLLAR DOG
On A Dub List	SC9488	GEORGETOWN LIBRARY FINANCIAL	00:00:30 SIGNS OF RECESSION_1	SIGNS OF RECESSION_1
On A Dub List	SC9482	XEW Wrestling Promo	00:00:30 XEW Wrestling Promo	XEW Wrestling Promo
On A Dub List	SC9478	Carolina & Company	00:00:30 CA & COSocial Media	CA & CO_Social Media Promo
On A Dub List	SC9475	RENT TO CRUISE	00:00:30 Rent to Cruise_CU on	Rent to Cruise_CU on CW
On A Dub List	SC9370	WPDE_GMC_30	00:00:30 WPDE_GMC_30	WPDE_GMC_30
On A Dub List	SC9369	GMC_JASON_30B	00:00:30 GMC_JASON_30B	GMC_JASON_30B
On A Dub List	SC9368	GMC_JASON_30A	00:00:30 GMC_JASON_30A	GMC_JASON_30A
On A Dub List	SC9367	GMC_HOLLY_30B	00:00:30 GMC_HOLLY_30B	GMC_HOLLY_30B
On A Dub List	SC9366	GMC_HOLLY_30A	00:00:30 GMC_HOLLY_30A	GMC_HOLLY_30A
On A Dub List	SC9348	ANNIVERSARY SPOTS	00:00:30 30TH ANNIVERSARY_30	30TH ANNIVERSARY_30_NEWS
On A Dub List	SC9335	Cecil in the Kitchen Promo	00:00:30 Cecil in the Kitchen	Cecil in the Kitchen Promo
On A Dub List	SC9180	Carolina & Company Promo	00:00:30 Carolina & Company P	Carolina & Company Promo
On A Dub List	SC8776	PROJECT ROADBLOCK	00:00:30 CNDD0059000	MONKEY IN THE MIDDLE
On A Dub List	SC8775	PROJECT ROADBLOCK	00:00:30 CNDD0058000	BAR MATH
On A Dub List	SC8773	Florence county disabilities foundation	00:00:30 FCDF_Thriftshop_30	FCDF_Thriftshop_30
On A Dub List	SC8761	COAST GUARD	00:00:30 PEP/NCSA_The Ride	PEP/NCSA_The Ride
On A Dub List	SC8760	COAST GUARD	00:00:30 PEP/NCSA_The Workout	PEP/NCSA_The Workout
On A Dub List	SC8754	Unplanned Pregnancy Prevention	00:00:30 CNUP0008000	FUNNY FAILS
On A Dub List	SC8753	Christ United Methodist Church	00:00:30 Taste of Christmas 2	Taste of Christmas 2011
On A Dub List	SC8750	Youth Reckless Driving	00:00:30 CNRD0041000	STAIRS_30
On A Dub List	SC8747	SHIRE_ADHD	00:00:30 ADHD: OWN IT360	ADHD: OWN IT_30
On A Dub List	SC8742	HS DROPOUT PREVENTION	00:00:30 CNOG0114000	4 MILES_30
On A Dub List	SC8737	ROTARY INTERNATIONAL	00:00:30 WHEN YOU START WITH	WHEN YOU START WITH ROTAR
On A Dub List	SC8722	Ad Council PET ADOPTION	00:00:30 CNPA0032000	PART OF YOUR FAMILY
On A Dub List	SC8721	Ad Council PET ADOPTION	00:00:30 CNPA0028000	CHERISH
On A Dub List	SC8719	Ad Council Childhood Obesity Prevention	00:00:30 CNHH0036000	X-PERIENCE THE POWER OF PHYSICAL ACT
On A Dub List	SC8714	LIVE UNITED CAMPAIGN	00:00:30 CNUL0067000	UNITED BY MISSION_30
On A Dub List	SC8712	SC NATIONAL GUARD	00:00:30 SCBA_ZNGB 1007	SC NATL GUARD_STORM_30
On A Dub List	SC8710	SC NATIONAL GUARD	00:00:30 SCBA_ZNGB 1005	SC NATL GUARD_FLOOD_30
On A Dub List	SC8708	SC NATIONAL GUARD	00:00:30 SCBA_ZNGB 1003	SC NATL GUARD_FIRE_30
On A Dub List	SC8704	Treatment Options	00:00:30 CNTO0009000	DRESS_30
On A Dub List	SC8703	WILDFIRE PREVENTION	00:00:30 CNFF0046000	BONFIRE REVISE
On A Dub List	SC8701	WILDFIRE PREVENTION	00:00:30 CNFF0045000	DINNER REVISE 2
On A Dub List	SC8699	WILDFIRE PREVENTION	00:00:30 CNFF0044000	NEIGHBOR
On A Dub List	SC8696	Energy Efficiency	00:00:30 CNEN0069000	OVEN_30
On A Dub List	SC8693	Energy Efficiency	00:00:30 CNEN0066000	CLIFF_30
On A Dub List	SC8688	Fatherhood Involvement	00:00:30 CNFI0063000	DEVOTED_30
On A Dub List	SC8686	Fatherhood Involvement	00:00:30 CNFI0059000	PORCH_30
On A Dub List	SC8685	Fatherhood Involvement	00:00:30 CNFI0057000	REUNION_30
On A Dub List	SC8683	Fatherhood Involvement	00:00:30 CNFI0049000	BIG NIGHT_30
On A Dub List	SC8681	Designing Moments	00:00:30 DM_SMALLROOM	DESIGNING MOMENTS SMALL ROOM

Reach out and Read

Art3m Awareness

Unplanned Pregnancy Prevention

Promo/PSA Unsold Inventory Filler

Printed: 08/08/2014 10:00:00 AM

State	House	Description	Length Ad-ID	Title
On A Dub List	SC8680	Designing Moments	00:00:30 DM_RUGS	DESIGNING MOMENTS FUGS
On A Dub List	SC8679	Designing Moments	00:00:30 DM_MATTRESS	DESIGNING MOMENTS MATTRESS
On A Dub List	SC8678	Designing Moments	00:00:30 DM_BEDROOM	DESIGNING MOMENTS BEDROOM
On A Dub List	SC8676	AD COUNCIL / USDA FOREST SERVICE	00:00:30 CNFT0020000	UNPLUG / Re-Connecting Kids with Nature
On A Dub List	SC8670	NATURE CONSERVANCY	00:00:30 PROTECTING NATURE, L	PROTECTING NATURE, PRESERVING LIFE_3
On A Dub List	SC8667	SPECIAL NEEDS	00:00:30 NOT ACCEPTABLE	NOT ACCEPTABLE
On A Dub List	SC8658	CREDIT COUNSELING	00:00:30 18280B	DEBT RESOLUTION TRAPS_30
On A Dub List	SC8656	Newborn & child survival	00:00:30 CNSC0023000	CAN'T ACT_30
On A Dub List	SC8654	Newborn & child survival	00:00:30 CNSC0021000	BASKETBALL_30
On A Dub List	SC8646	HIGH SCHOOL DROPOUT PREV	00:00:30 CNOG0069000	ATIVA REVISED
On A Dub List	SC8645	HANDS ONLY CPR	00:00:30 CNHO-9230-1	HAND WALKER
On A Dub List	SC8611	Natn'l Endowment for Financial Ed	00:00:30 Get Smart @ Your Mon	Get Smart @ Your Money_2
On A Dub List	SC8610	Natn'l Endowment for Financial Ed	00:00:30 Get Smart @ Your Mon	Get Smart @ Your Money_1
On A Dub List	SC8605	Veteran's Affairs	00:00:30 CARE PACKAGE	CARE PACKAGE
On A Dub List	SC8604	Veteran's Affairs	00:00:30 WHAT LIES AHEAD	WHAT LIES AHEAD
On A Dub List	SC8570	VETERAN SUPPORT	00:00:30 CNIA0025000	ALONE_REV_30
On A Dub List	SC8542	Energy Efficiency	00:00:30 CNEN0044000	Magical Things
On A Dub List	SC8541	Energy Efficiency	00:00:30 CNEN0042000	Energy Savers
On A Dub List	SC8505	PET ADOPTION	00:00:30 CNPA91312	OLIVE
On A Dub List	SC8168	Soccer	00:00:30 Soccer - MODN7003	March of Dimes